

REMARKS

This preliminary amendment adds no new matter to this application and is supported by the specification. Reconsideration of the application is respectfully requested in light of the following remarks.

I. December 1, 2004 OBJECTIONS TO THE CLAIMS

In the December 1, 2004 Final Office Action, independent claims 157 and 174 were objected to for informalities. In particular, the Examiner objected to Applicants' most recent amendment to claim 157, however, it is unclear whether the amendment was entered. With this response, Applicants resubmit their most recent amendment to claim 157 for clarity and to correct any informality. In the event that Applicants' most recent amendment was entered, please disregard this amendment. Applicants submit that claim 157, as amended, is patentable.

Additionally, the Examiner objected to claims 157 and 174, noting that the claim term "automatically" is indefinite for failing to particularly point out and distinctly claim the subject matter which applicants regard as their invention. Applicants respectfully submit that one of ordinary skill in the art would appreciate that the ordinary meaning of the term "automatically" is definite. For example, the word "automatically" may be defined to mean "acting or operating in a manner essentially independent of external influences." (The American Heritage® Dictionary of the English Language, Fourth Edition (2003)). Accordingly, Applicants submit that claims 157 and 174 are not indefinite and respectfully request that this objection to these claims be withdrawn.

II. December 1, 2004 REJECTIONS UNDER 35 U.S.C. § 103(a)

A. Independent Claims 157, 174, 192, 195 and 197

In the December 1, 2004 Final Office Action, independent claims 157, 174, 192, 195, and 197 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Edelson et al. or Edelson et al. in view of Amway.

Independent claim 157 requires generating a profile that specifies a recurrence of an order so that the order automatically recurs one or more times. Likewise, independent claim 174 requires an order management system operative to generate a profile that specifies a recurrence of an order so that the order automatically recurs one or more times. Similarly, independent claim 192 requires repetitively sending a product or repetitively providing a service in response to establishing an automated order. Independent claim 197 similarly requires providing a standing order profile operable to allow a user to set up an automated order system that sends products and/or services to the user at regular intervals. In a similar manner, independent claim 195 requires establishing a standing order. A standing order is an order that repeats or recurs at regular intervals (page 89, lines 15-17).

Edelson et al. fails to disclose or suggest automatically repeating an order, an order that automatically recurs, a standing order or sending products and/or services to the user at regular intervals. Instead, Edelson et al. discloses an "...electronic prescription creation system for use by professional prescribers at the point of care [which] has a prescription division subsystem permitting creation of a single prescription to be automatically divided into two components for fulfilment [sic] of one portion quickly and locally at higher cost and of another portion by remote mail order taking more time but providing a cost saving for a major part of the prescription. The prescription creation system has an ability to access remote source databases for system presentation to the prescriber of relevant, authorized and current drug, drug formulary and patient history information, with dynamic creation of a transient virtual patient record, the information being presented to the prescriber before completion of the prescription, permitting enhancement of the quality of prescribing decisions." *See* Edelson et al., Abstract.

The Examiner points to a prescription quantification procedure of Edelson et al. as evidence that the Edelson et al. system causes an order to recur automatically. However, the prescription quantification procedure of Edelson et al. provides a mechanism for, "The Form, Size, Route and Amounts headers 92-98 [to be] linked to the drug selected and bring system resources to bear to enable a prescriber rapidly to quantify the prescription with appropriate dosages that can be filled at a pharmacy, without undue difficulty." (col. 25, lines 36-40).

Thus, Edelson et al merely discloses a system that allows a prescriber to easily specify the quantity of a *single* prescription, to be fulfilled *once* at a pharmacy.

The Examiner also points to the number of allowable refills of a prescription as evidence of recurrence. Edelson states “Refill field 100 shows the number of times refilling is *permitted...*” (col. 25, lines 58-59, emphasis added) Applicants respectfully submit that one of ordinary skill in the art would not equate a permissible refill of a prescription to an automatic recurrence of an order. A prescription refill only specifies the maximum number of permissible refills of a prescription. When the current prescription runs out, the patient is required to request a refill, and obtain the refill himself or herself. The patient may or may not actually refill the order depending on the patient’s condition. In other words, substantial intervention is required if the patient wishes to refill their prescription. Thus, Edelson merely discloses the use of the allowable refill field as a data field that may be maintained for a given prescription. Edelson does not disclose or suggest automatically fulfilling the prescription when it runs out, much less automatically refilling a prescription in accordance with the refill field. In contrast, an order in the present system will automatically recur according to the specified recurrence.

In short, Edelson et al. does not disclose or suggest a system that automatically fulfills an order according to a specified recurrence. At best, Edelson discloses a system that will split a *single* prescription to be fulfilled partially at a local pharmacy at a higher cost and the remainder from a mail order or similar prescription fulfillment service at a lower cost. *See* Edelson, Abstract; *See also*, Edelson, Col. 26 line 55 – Col. 27, line 8. Thus, a *single* prescription will be fulfilled from multiple sources. A patient must refill their prescription themselves. In contrast, the system of the present invention causes, automatically, an order to recur according to a specified recurrence.

For at least these reasons, independent claims 157, 174, 192, 195, and 197 are not obvious in view of the combination of Edelson et al. and Amway. Accordingly, Applicants request that the Examiner withdraw this rejection of independent claims 157, 174, 192, 195, and 197.

B. Dependent Claims 158-173, 175-191, 193, 194, 196 and 198-199

Dependent Claims 158-173, 175-191, 193, 194, 196 and 198-199 were also rejected in the December 1, 2004 Final Office Action pursuant to 35 U.S.C. § 103(a) as being unpatentable over Edelson et al. in view of Amway. Dependent claims 158-173, 175-191, 193, 194, 196 and 198-199 should be allowed for the reasons set out above for the independent claims. Applicants therefore request that the Examiner withdraw this rejection of these claims. Further limitations of the dependent claims are not disclosed by either of the Edelson or Amway references. For example, neither discloses: receiving multiple orders as claimed in claims 165 and 183; user modification of the profile as claimed in claims 166-169 and 184-187; generating a profile as defined in the claims from a shopping cart as claimed in claims 170 and 188; and a member or IBO as claimed in claims 162 and 178.

CONCLUSION

Applicants respectfully submit that all of the pending claims are in condition for allowance and seek early allowance thereof. If for any reason, the Examiner is unable to allow the application in the next Office Action and believes that an interview would be helpful to resolve any remaining issues, he is respectfully invited to contact the attorney of record, James L. Katz, at (312) 321-7739.

Respectfully submitted,

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Dated

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